

# Bureau of Community Health and Prevention Division of Public Health Department of Health and Family Services PPH 43062 B (09/04)

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This report presents the 2004 Wisconsin Youth Tobacco Survey (YTS) data for public middle school youth in grades 6, 7, and 8. The data are shown in table format, by question, response options, and answers.

#### **Purpose**

The Wisconsin Youth Tobacco Survey (YTS) is a comprehensive measure of youth awareness, attitudes and related behaviors about tobacco use in Wisconsin. The purpose of this survey is to monitor these attitudes and behaviors to assist in improving youth programs and initiatives.

## **Background**

The Youth Tobacco Survey was first adapted for use and administered in Wisconsin during the spring semester of the 1999-2000 academic year to a random sample of public middle and high school students. The survey has been continued on an annual basis for public middle school youth and a biennial basis for public high school youth. The survey is administered during the spring semester of each academic year.

The Wisconsin YTS questionnaire uses the same set of 63 core questions and the same procedures developed by the U.S. Centers for Disease Control and Prevention for the National Youth Tobacco Survey. The Wisconsin Tobacco Prevention and Control Program collaborates with partners to develop 10 additional Wisconsin-specific questions that are added to the core questionnaire each year.

The Wisconsin YTS provides a comprehensive data set and the ability to make valid statewide estimates about tobacco use, awareness, attitudes and behaviors among the Wisconsin's public middle and high school student population.

### **Methods**

The Department of Health and Family Services (DHFS), the Department of Public Instruction (DPI), school districts, and public middle and high schools across Wisconsin cooperated in the survey administration.

DHFS contracted with the University of Wisconsin Comprehensive Cancer Center, University of Wisconsin-Madison Medical School to administer the Wisconsin YTS during the months of February, March, April, and May 2004 in 50 randomly chosen schools.

Public schools containing the grades 6, 7, and 8 were included in the potential survey sample. A random sample was chosen by standard scientific methods from all eligible public schools in the state. All students in the selected classes were eligible to participate in the survey.

Forty-three of 50 (86.0%) randomly selected middle schools participated in the 2004 Wisconsin Youth Tobacco Survey. In the participating schools, 1,682 of the 1,892 sampled students (88.9%) completed usable questionnaires. This gave an overall response rate of 76.5% for all potentially eligible students in the original 50 eligible schools.

Response Rate of Schools (86.0%) (multiplied by) Response Rate of Students (88.9%) (equals)

Overall Response Rate (76.5%)

The data from the 2004 Wisconsin YTS are presented in a table format by question. The questions are listed in the order as they appeared on the survey.

The "missing" variable under the response options is for those youth who completed the survey, but for whatever reason, did not answer that particular question. The "unweighted frequency" is the number of students who answered the particular response to that specific question. This is sometimes referred to as the "raw" number. The numbers in this column add up to 1,682 (the number of participants) for each question. The "weighted frequency" statistically adjusts the "unweighted frequency" using several variables including, but not limited to, grade and gender, to reduce bias in the sample and make the data more representative of all public middle school youth in Wisconsin. This is shown as a percent of all public middle school youth in Wisconsin, not just the youth that participated in the survey.

#### **Funding**

The 2004 Wisconsin YTS was funded by the Department of Health and Family Services' Tobacco Prevention and Control Program. Through a comprehensive tobacco prevention and control program, the Department is committed to reducing youth tobacco use.

### Disclaimer

This report contains only data from the 2004 Wisconsin YTS. As such, it has potentially strong limitations in regards to tracking of trends in perceptions, attitudes and behaviors by middle school youth. The data within the 2004 report can be compared to previous YTS data, however, conclusions made regarding differences in trends requires further analysis. Nevertheless, the data should help provide an understanding of the influences toward smoking behavior and attitudes on smoking in the middle school years and how best to devise strategies to prevent and/or reduce use.

The data will also be used in conjunction with other local and national data that explore similar topics.

### Department of Health and Family Services' Tobacco Prevention and Control Program

The DHFS' Tobacco Prevention and Control Program, located within the Bureau of Community Health Promotion, Division of Public Health, is committed to reducing tobacco usage in Wisconsin. The Program, in collaboration with Wisconsin local health departments and other community organizations active in tobacco control, works towards the following goals:

- **❖** Eliminate Exposure to Environmental Tobacco Smoke
- **Reduce Smoking Initiation among Youth**
- **Promote Quitting among Adults and Young People**
- **❖** Identify and Eliminate Health Disparities Among Population Groups

### WI YOUTH TOBACCO SURVEY, MIDDLE SCHOOL: 2004 QUESTIONS AND RESPONSES

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This information and reports based on the Wisconsin YTS data can also be found on the Tobacco Prevention and Control Program web site at: http://dhfs.wisconsin.gov/health/TobaccoControl/

### Acknowledgements

Many persons contributed to the 2004 Wisconsin YTS. Special thanks are due to all the participating students, teachers and principals, as well as the following organizations and entities:

- University of Wisconsin Comprehensive Cancer Center, University of Wisconsin Medical School
- Wisconsin Department of Public Instruction
- Tobacco control and prevention advocates
- Community coalitions

# Wisconsin Department of Health and Family Services 2004 Wisconsin Youth Tobacco Survey (YTS) Middle School Fact Sheet



The Wisconsin YTS is a comprehensive measure of youth awareness, attitudes, and related behaviors about tobacco use. The purpose of this survey is to monitor trends of these attitudes and behaviors to assist in improving youth programs and initiatives. The 2004 Wisconsin YTS was funded by the Department of Health and Family Services' Tobacco Prevention and Control Program.

The Wisconsin YTS is a school-based survey of students in grades 6-8, conducted every spring semester of the academic year beginning in 1999-2000. Fifty schools were randomly selected in 2004 to participate in this survey. Classrooms in the selected schools were also randomly selected. All students in the selected classes were eligible to participate. The overall middle school response rate for the 2004 YTS was 75.6%. A total of 1,682 public middle schools students in 43 middle schools participated in the Wisconsin YTS in 2004.

### **Prevalence**

- 39% of students have used a tobacco product in their lifetime (6<sup>th</sup> grade=32%, 7<sup>th</sup> grade=37%, 8<sup>th</sup> grade=47%)
- 29% have smoked cigarettes in their lifetime (6<sup>th</sup> grade=18%, 7<sup>th</sup> grade=28%, 8<sup>th</sup> grade=41%)
- 13% currently use any tobacco product (Male=15%, Female=11%)
- 7.7% currently smoke cigarettes (6<sup>th</sup> grade=3.2%, 7<sup>th</sup> grade=6.7%, 8<sup>th</sup> grade=12.2%)
- 2.2% currently use smokeless tobacco or chew (Male=2.9%, Female=1.5%)

## **Environmental Tobacco Smoke (ETS)**

- 45% live in homes where others smoke
- 55% are in the same room as others who smoke during the week
- 92% think that smoke from other people's cigarettes is harmful to them

### **Cessation – Current Smokers**

- 51% want to stop smoking
- 52% attempted to quit smoking during the past 12 months

### Media

- 78% have seen or heard commercials about the dangers of cigarette smoking within the past 30 days
- 55% have seen or heard anti-smoking ads that talk about "Crazyworld"

### **School**

- 66% were taught in class about the dangers of tobacco use
- 3.1% smoked on school property in the past month

### **Community**

• 12% participated in a community event to discourage tobacco use

### Access and Availability – Current Smoker < 18 years old

- 6% buy cigarettes in a store
- 24% gave money to someone else to buy the cigarettes during the past 30 days

## **Middle School Highlights**

- 7.7% of public middle school youth are current cigarette smokers.
- 39% have used a tobacco product in their lifetime.
- 29% of public middle school students have tried smoking cigarettes.
- Current smokeless tobacco use has remained relatively the same over the past four years at 2.2%.
- ETS exposure is high more than 5 in 10 students were in the same room with smokers during the past week.
- Over half of current smokers want to stop smoking.
- Almost 8 out of 10 students saw anti-smoking media messages in the past month.
- More than 6 out of 10 students were taught about the dangers of tobacco in class.

# YOUTH TOBACCO SURVEY (YTS) 2004 WISCONSIN PUBLIC MIDDLE SCHOOLS QUESTIONS, RESPONSES, FREQUENCIES

QUESTION	QUESTION	RESPONSE	UNWEIGHTED	WEIGHTED
NUMBER	TEXT	OPTIONS	FREQUENCY*	FREQUENCY**
1	HOW OLD ARE YOU?	MISSING	1	•
		11 YEARS OR YOUNGER	149	9.37%
		12 YEARS OLD	468	30.59%
		13 YEARS OLD	564	35.32%
		14 YEARS OLD	457	22.56%
		15 YEARS OLD	43	2.15%
		16 YEARS OLD		
		17 YEARS OLD		
		18 YEARS OLD OR OLDER	•	•
2	WHAT IS YOUR SEX?	MISSING	4	
		MALE	799	48.42%
		FEMALE	879	51.58%
3	WHAT GRADE ARE YOU IN?	MISSING	16	
		$6^{^{\mathrm{TH}}}$	502	32.37%
		<b>7</b> <sup>TH</sup>	474	33.85%
		8 <sup>TH</sup>	690	33.78%
		9 <sup>TH</sup>	•	•
		10 <sup>TH</sup>	•	•
		11 <sup>TH</sup>	•	•
		12 <sup>TH</sup>	•	•
		UNGRADED OR OTHER GRADE	•	•
4	HOW WOULD YOU DESCRIBE YOURSELF? (NOTE:	MISSING	1,504	•
	QUESTION 4 IS REPEATED HERE BECAUSE YOUTH	AMERICAN INDIAN OR ALASKA NATIVE	178	100.00%
	COULD SELECT ONE OR MORE RACIAL/ETHNIC	ASIAN	•	•
	IDENTITY FOR THIS QUESTION ON THE SURVEY.)	BLACK OR AFRICAN AMERICAN	•	•
		HISPANIC OR LATINO	•	•
		NATIVE HAWAIIAN OR OTHER PACIFIC ISLANDER	•	•
		WHITE	•	•

<sup>\*</sup> Unweighted frequency is the number of students who answered that particular response to that specific question. This is sometimes referred to as the "raw" number and should always add up to 1,682 for each question.

<sup>\*\*</sup> WEIGHTED FREQUENCY ADJUSTS THE UNWEIGHTED FREQUENCY USING SEVERAL VARIABLES TO REDUCE BIAS AND MAKE THE DATA MORE REPRESENTATIVE OF ALL PUBLIC MIDDLE SCHOOL YOUTH IN WISCONSIN.

QUESTION	QUESTION	RESPONSE	UNWEIGHTED	WEIGHTED
NUMBER	TEXT	OPTIONS	FREQUENCY*	FREQUENCY**
4	HOW WOULD YOU DESCRIBE YOURSELF? (NOTE:	MISSING	1,600	•
	QUESTION 4 IS REPEATED HERE BECAUSE YOUTH	AMERICAN INDIAN OR ALASKA NATIVE	•	
	COULD SELECT ONE OR MORE RACIAL/ETHNIC	ASIAN	82	100.00%
	IDENTITY FOR THIS QUESTION ON THE SURVEY.)	BLACK OR AFRICAN AMERICAN	•	
	,	HISPANIC OR LATINO	•	
		NATIVE HAWAIIAN OR OTHER PACIFIC ISLANDER	•	•
		WHITE	•	•
4	HOW WOULD YOU DESCRIBE YOURSELF? (NOTE:	MISSING	1,461	
	QUESTION 4 IS REPEATED HERE BECAUSE YOUTH	AMERICAN INDIAN OR ALASKA NATIVE	•	•
	COULD SELECT ONE OR MORE RACIAL/ETHNIC	ASIAN	•	•
	IDENTITY FOR THIS QUESTION ON THE SURVEY.)	BLACK OR AFRICAN AMERICAN	221	100.00%
		HISPANIC OR LATINO	•	•
		NATIVE HAWAIIAN OR OTHER PACIFIC ISLANDER	•	•
		WHITE	•	•
4	HOW WOULD YOU DESCRIBE YOURSELF? (NOTE:	MISSING	1,603	•
	QUESTION 4 IS REPEATED HERE BECAUSE YOUTH	AMERICAN INDIAN OR ALASKA NATIVE	•	•
	COULD SELECT ONE OR MORE RACIAL/ETHNIC	ASIAN	•	•
	IDENTITY FOR THIS QUESTION ON THE SURVEY.)	BLACK OR AFRICAN AMERICAN	•	•
		HISPANIC OR LATINO	79	100.00%
		NATIVE HAWAIIAN OR OTHER PACIFIC ISLANDER	•	•
		WHITE	•	•
4	HOW WOULD YOU DESCRIBE YOURSELF? (NOTE:	MISSING	1,655	•
	QUESTION 4 IS REPEATED HERE BECAUSE YOUTH	AMERICAN INDIAN OR ALASKA NATIVE	•	
	COULD SELECT ONE OR MORE RACIAL/ETHNIC	ASIAN	•	•
	IDENTITY FOR THIS QUESTION ON THE SURVEY.)	BLACK OR AFRICAN AMERICAN	•	
		HISPANIC OR LATINO	•	•
		NATIVE HAWAIIAN OR OTHER PACIFIC ISLANDER	27	100.00%
		WHITE	•	•
4	HOW WOULD YOU DESCRIBE YOURSELF? (NOTE:	MISSING	368	
	QUESTION 4 IS REPEATED HERE BECAUSE YOUTH	AMERICAN INDIAN OR ALASKA NATIVE	•	
	COULD SELECT ONE OR MORE RACIAL/ETHNIC	ASIAN	•	
	IDENTITY FOR THIS QUESTION ON THE SURVEY.)	BLACK OR AFRICAN AMERICAN	•	
		HISPANIC OR LATINO	•	
		NATIVE HAWAIIAN OR OTHER PACIFIC ISLANDER	•	
		WHITE	1,314	100.00%

<sup>\*</sup> Unweighted frequency is the number of students who answered that particular response to that specific question. This is sometimes referred to as the "raw" number and should always add up to 1,682 for each question.

<sup>\*\*</sup> WEIGHTED FREQUENCY ADJUSTS THE UNWEIGHTED FREQUENCY USING SEVERAL VARIABLES TO REDUCE BIAS AND MAKE THE DATA MORE REPRESENTATIVE OF ALL PUBLIC MIDDLE SCHOOL YOUTH IN WISCONSIN.

QUESTION	QUESTION	RESPONSE	UNWEIGHTED	WEIGHTED
NUMBER	TEXT	OPTIONS	FREQUENCY*	FREQUENCY**
5	WHICH ONE OF THESE GROUPS BEST DESCRIBES	MISSING	18	
	YOU?	AMERICAN INDIAN OR ALASKA NATIVE	66	3.79%
	(NOTE: YOUTH WERE ASKED TO SELECT ONLY	ASIAN	44	2.55%
	ONE ANSWER.)	BLACK OR AFRICAN AMERICAN	207	13.40%
		HISPANIC OR LATINO	53	3.21%
		NATIVE HAWAIIAN OR OTHER PACIFIC ISLANDER	18	1.03%
		WHITE	1,276	76.03%
6	HAVE YOU EVER TRIED CIGARETTE SMOKING,	MISSING	97	•
	EVEN ONE OR TWO PUFFS?	YES	477	29.33%
		NO	1,108	70.67%
7	HOW OLD WERE YOU WHEN YOU SMOKED A	MISSING	40	
	WHOLE CIGARETTE FOR THE FIRST TIME?	I HAVE NEVER SMOKED A WHOLE CIGARETTE	1,323	81.28%
		8 YEARS OLD OR YOUNGER	56	3.63%
		9-10 YEARS OLD	71	4.33%
		11-12 YEARS OLD	112	6.57%
		13-14 YEARS OLD	78	4.07%
		15-16 YEARS OLD	2	0.11%
		17 YEARS OLD OR OLDER	•	•
8	ABOUT HOW MANY CIGARETTES HAVE YOU	MISSING	19	
	SMOKED IN YOUR ENTIRE LIFE?	NONE	1,219	74.13%
		1 OR MORE PUFFS BUT NEVER A WHOLE CIGARETTE	178	10.46%
		1 CIGARETTE	37	2.19%
		2-5 CIGARETTES	86	5.14%
		6-15 (ABOUT ½ A PACK TOTAL)	39	2.23%
		16-25 (ABOUT 1 PACK TOTAL)	28	1.59%
		26-99 (MORE THAN 1 PACK BUT LESS THAN 5 PACKS)	31	1.81%
		100 OR MORE (5 OR MORE PACKS)	45	2.45%
9	HAVE YOU EVER SMOKED CIGARETTES DAILY,	MISSING	53	
	THAT IS, AT LEAST ONE CIGARETTE EVERY DAY	YES	71	4.23%
	FOR 30 DAYS?	NO	1,558	95.77%

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QUESTION	QUESTION	RESPONSE	UNWEIGHTED	WEIGHTED
NUMBER	TEXT	OPTIONS	FREQUENCY*	FREQUENCY**
10	DURING THE PAST 30 DAYS, ON HOW MANY DAYS	MISSING	53	•
	DID YOU SMOKE CIGARETTES?	0 DAYS	1,501	92.32%
		1-2 DAYS	43	2.61%
		3-5 DAYS	31	1.80%
		6-9 DAYS	13	0.84%
		10-19 DAYS	11	0.66%
		20-29 DAYS	14	0.78%
		ALL 30 DAYS	16	1.00%
11	DURING THE PAST 30 DAYS, ON THE DAYS YOU	MISSING	76	•
	SMOKED, HOW MANY CIGARETTES DID YOU	I DID NOT SMOKE CIGARETTES DURING THE PAST 30 DAYS	1,484	92.57%
	SMOKE PER DAY?	LESS THAN 1 PER DAY	29	1.77%
		1 PER DAY	31	1.86%
		2-5 PER DAY	42	2.53%
		6-10 PER DAY	10	0.53%
		11-20 PER DAY	4	0.29%
		MORE THAN 20 PER DAY	6	0.44%
12	DURING THE PAST 30 DAYS, WHAT BRAND OF	MISSING	20	•
	CIGARETTES DID YOU USUALLY SMOKE?	I DID NOT SMOKE CIGARETTES DURING THE PAST 30 DAYS	1,499	90.25%
		I DO NOT HAVE A USUAL BRAND	24	1.30%
		CAMEL	14	0.80%
		MARLBORO	60	3.54%
		NEWPORT	49	3.14%
		VIRGINIA SLIMS	•	
		GPC, BASIC OR DORAL	4	0.18%
		SOME OTHER BRAND	12	0.80%
13	ARE THE CIGARETTES YOU USUALLY SMOKE	MISSING	21	
	MENTHOL CIGARETTES?	I DO NOT SMOKE CIGARETTES	1,425	85.93%
		YES	124	7.12%
		NO	112	6.95%

<sup>\*</sup> Unweighted frequency is the number of students who answered that particular response to that specific question. This is sometimes referred to as the "raw" number and should always add up to 1,682 for each question.

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QUESTION	QUESTION	RESPONSE	UNWEIGHTED	WEIGHTED
NUMBER	TEXT	OPTIONS	FREQUENCY*	FREQUENCY**
14	DURING THE PAST 30 DAYS, HOW DID YOU	MISSING	7	
	USUALLY GET YOUR OWN CIGARETTES?	I DID NOT SMOKE CIGARETTES DURING THE PAST 30 DAYS	1,509	90.18%
		I BOUGHT THEM IN A STORE SUCH AS A CONVENIENCE STORE,	14	0.90%
		SUPERMARKET, DISCOUNT STORE, OR GAS STATION		
		I BOUGHT THEM FROM A VENDING MACHINE	4	0.25%
		I GAVE SOMEONE ELSE MONEY TO BUY THEM FOR ME	31	1.79%
		I BORROWED (OR BUMMED) THEM FROM SOMEONE ELSE	36	2.00%
		A PERSON 18 YEARS OLD OR OLDER GAVE THEM TO ME	21	1.23%
		I TOOK THEM FROM A STORE OR FAMILY MEMBER	24	1.47%
		I GOT THEM SOME OTHER WAY	36	2.18%
15	DURING THE PAST 30 DAYS, WHERE DID YOU BUY	MISSING	17	
	THE LAST PACK OF CIGARETTES YOU BOUGHT?	I DID NOT BUY A PACK OF CIGARETTES DURING THE PAST 30 DAYS	1,541	94.44%
		A GAS STATION	37	2.27%
		A CONVENIENCE STORE	10	0.65%
		A GROCERY STORE	5	0.35%
		A DRUGSTORE	3	0.23%
		A VENDING MACHINE	5	0.32%
		I BOUGHT THEM OVER THE INTERNET	3	0.17%
		OTHER	61	3.58%
16	DURING THE PAST 30 DAYS, DID YOU BUY	MISSING	5	
	CIGARETTES IN ANY OF THE FOLLOWING	I DID NOT BUY CIGARETTES DURING THE PAST 30 DAYS	1,535	91.47%
	PLACES?	A BAR OR TAVERN	7	0.41%
		A BOWLING ALLEY	6	0.37%
		A RESTAURANT	4	0.22%
		A LIQUOR STORE	11	0.78%
		NONE OF THE ABOVE	114	0.74%
17	WHEN YOU BOUGHT, OR TRIED TO BUY	MISSING	12	•
	CIGARETTES IN A STORE DURING THE PAST 30	I DID NOT TRY TO BUY CIGARETTES IN A STORE DURING THE PAST 30 DAYS	1,611	96.44%
	DAYS, WERE YOU EVER ASKED TO SHOW PROOF	YES, I WAS ASKED TO SHOW PROOF AGE	12	0.69%
	OF AGE?	NO, I WAS NOT ASKED TO SHOW PROOF OF AGE	47	2.87%
18	DURING THE PAST 30 DAYS, DID ANYONE REFUSE	MISSING	19	
	TO SELL YOU CIGARETTES BECAUSE OF YOUR	I DID NOT TRY TO BUY CIGARETTES IN A STORE DURING THE PAST 30 DAYS	1,583	95.33%
	AGE?	YES, SOMEONE REFUSED TO SELL ME CIGARETTES BECAUSE OF MY AGE	25	1.55%
		NO, NO ONE REFUSED TO SELL ME CIGARETTES BECAUSE OF MY AGE	55	3.12%

<sup>\*</sup> Unweighted frequency is the number of students who answered that particular response to that specific question. This is sometimes referred to as the "raw" number and should always add up to 1,682 for each question.

<sup>\*\*</sup> WEIGHTED FREQUENCY ADJUSTS THE UNWEIGHTED FREQUENCY USING SEVERAL VARIABLES TO REDUCE BIAS AND MAKE THE DATA MORE REPRESENTATIVE OF ALL PUBLIC MIDDLE SCHOOL YOUTH IN WISCONSIN.

QUESTION	QUESTION	RESPONSE	UNWEIGHTED	WEIGHTED
NUMBER	TEXT	OPTIONS	FREQUENCY*	FREQUENCY**
19	DURING THE PAST 30 DAYS, ON HOW MANY DAYS DID YOU SMOKE CIGARETTES ON SCHOOL PROPERTY?	MISSING 0 DAYS 1-2 DAYS	8 1,623 24	96.94% 1.38%
		3-5 DAYS 6-9 DAYS 10-19 DAYS 20-29 DAYS ALL 30 DAYS	6 8 4 6 3	0.33% 0.47% 0.27% 0.37% 0.24%
20	WHEN WAS THE LAST TIME YOU SMOKED A CIGARETTE, EVEN ONE OR TWO PUFFS?	MISSING I HAVE NEVER SMOKED EVEN ONE OR TWO PUFFS EARLIER TODAY NOT TODAY BUT SOMETIME DURING THE PAST 7 DAYS NOT DURING THE PAST 7 DAYS BUT SOMETIME DURING THE PAST 30 DAYS NOT DURING THE PAST 30 DAYS BUT SOMETIME DURING THE PAST 6 MONTHS NOT DURING THE PAST 6 MONTHS BUT SOMETIME DURING THE PAST YEAR 1-4 YEARS AGO 5 OR MORE YEARS AGO	37 1,230 29 56 27 85 53 119 46	75.67% 1.78% 3.16% 1.57% 4.81% 3.26% 6.94% 2.81%
21	HOW LONG CAN YOU GO WITHOUT SMOKING BEFORE YOU FEEL LIKE YOU NEED A CIGARETTE?	MISSING I HAVE NEVER SMOKED CIGARETTES I DO NOT SMOKE NOW LESS THAN AN HOUR 1-3 HOURS MORE THAN 3 HOURS BUT LESS THAN A DAY A WHOLE DAY SEVERAL DAYS A WEEK OR MORE	18 1,263 252 16 9 14 11 17 82	76.55% 14.58% 1.05% 0.58% 0.76% 0.76% 0.95% 4.77%
22	DO YOU WANT TO STOP SMOKING CIGARETTES?	MISSING I DO NOT SMOKE NOW YES NO	256 1,521 71 64	91.88% 4.40% 3.71%
23	DURING THE PAST 12 MONTHS, DID YOU EVER TRY TO QUIT SMOKING CIGARETTES?	MISSING I DID NOT SMOKE DURING THE PAST 12 MONTHS YES NO	32 1,445 121 84	87.92% 7.09% 4.99%

<sup>\*</sup> Unweighted frequency is the number of students who answered that particular response to that specific question. This is sometimes referred to as the "raw" number and should always add up to 1,682 for each question.

<sup>\*\*</sup> WEIGHTED FREQUENCY ADJUSTS THE UNWEIGHTED FREQUENCY USING SEVERAL VARIABLES TO REDUCE BIAS AND MAKE THE DATA MORE REPRESENTATIVE OF ALL PUBLIC MIDDLE SCHOOL YOUTH IN WISCONSIN.

QUESTION	QUESTION	RESPONSE	UNWEIGHTED	WEIGHTED
NUMBER	TEXT	OPTIONS	FREQUENCY*	FREQUENCY**
24	HOW MANY TIMES DURING THE PAST 12 MONTHS	MISSING	30	•
	HAVE YOU STOPPED SMOKING FOR ONE DAY OR	I HAVE NOT SMOKED IN THE PAST 12 MONTHS	1,451	88.33%
	LONGER BECAUSE YOU WERE TRYING TO QUIT	I HAVE NOT TRIED TO QUIT	70	4.07%
	SMOKING?	1 TIME	44	2.44%
		2 TIMES	22	1.36%
		3-5 TIMES	18	1.10%
		6-9 TIMES	9	0.56%
		10 OR MORE TIMES	38	2.15%
25	WHEN YOU LAST TRIED TO QUIT, HOW LONG DID	MISSING	34	•
	YOU STAY OFF CIGARETTES?	I HAVE NEVER SMOKED CIGARETTES	1,336	81.56%
		I HAVE NEVER TRIED TO QUIT	82	4.73%
		LESS THAN A DAY	26	1.72%
		1-7 DAYS	28	1.62%
		MORE THAN 7 DAYS BUT LESS THAN 30 DAYS	22	1.23%
		30 DAYS OR MORE BUT LESS THAN 6 MONTHS	33	2.06
		6 MONTHS OR MORE BUT LESS THAN ONE YEAR	23	1.28%
		1 YEAR OR MORE	98	5.79%
26	HAVE YOU EVER USED CHEWING TOBACCO,	MISSING	34	
	SNUFF, OR DIP, SUCH AS REDMAN, LEVI GARRETT,	YES	182	11.31%
	BEECHNUT, SKOAL, OR COPENHAGEN?	NO	1,466	88.69%
27	HOW OLD WERE YOU WHEN YOU USED CHEWING	MISSING	42	
	TOBACCO, SNUFF, OR DIP FOR THE FIRST TIME?	I HAVE NEVER USED CHEWING TOBACCO, SNUFF OR DIP	1,541	93.95%
		8 YEARS OLD OR YOUNGER	23	1.49%
		9-10 YEARS OLD	18	1.04%
		11-12 YEARS OLD	33	2.10%
		13-14 YEARS OLD	24	1.37%
		15-16 YEARS OLD	1	0.05%
		17 YEARS OLD OR OLDER	•	•
28	DURING THE PAST 30 DAYS, ON HOW MANY DAYS	MISSING	8	•
	DID YOU USE CHEWING TOBACCO, SNUFF OR DIP?	0 DAYS	1,636	97.79%
	·	1-2 DAYS	19	1.01%
		3-5 DAYS	7	0.48%
		6-9 DAYS	1	0.07%
		10-19 DAYS	3	0.17%
		20-29 DAYS	4	0.23%
		ALL 30 DAYS	4	0.25%

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QUESTION	QUESTION	RESPONSE	UNWEIGHTED	WEIGHTED
NUMBER	TEXT	OPTIONS	FREQUENCY*	FREQUENCY**
29	DURING THE PAST 30 DAYS, ON HOW MANY DAYS	MISSING	4	
	DID YOU USE CHEWING TOBACCO, SNUFF OR DIP	0 DAYS	1,643	97.76%
	ON SCHOOL PROPERTY?	1-2 DAYS	12	0.81%
		3-5 DAYS	7	0.39%
		6-9 DAYS	6	0.42%
		10-19 DAYS	3	0.17%
		20-29 DAYS	2	0.11%
		ALL 30 DAYS	5	0.34%
30	DURING THE PAST 30 DAYS, HOW DID YOU	MISSING	9	•
	USUALLY GET YOUR OWN CHEWING TOBACCO,	I DID NOT USE CHWEING TOBACCO, SNUFF OR DIP DURING THE PAST 30 DAYS	1,610	96.18%
	SNUFF OR DIP?	I BOUGHT THEM IN A STORE SUCH AS A CONVENIENCE STORE,	11	0.78%
		SUPERMARKET, DISCOUNT STORE OR GAS STATION		
		I GAVE SOMEONE ELSE MONEY TO BUY THEM FOR ME	9	0.54%
		I BORROWED (OR BUMMED) THEM FROM SOMEONE ELSE	12	0.70%
		A PERSON 18 YEARS OLD OR OLDER GAVE THEM TO ME	9	0.50%
		I TOOK THEM FROM A STORE OR FAMILY MEMBER	4	0.23%
		I GOT THEM SOME OTHER WAY	18	1.07%
31	HAVE YOU EVER TRIED SMOKING CIGARS,	MISSING	31	
	CIGARILLOS, OR LITTLE CIGARS, EVEN ONE OR	YES	324	19.43%
	TWO PUFFS?	NO NO	1,327	80.57%
32	HOW OLD WERE YOU WHEN YOU SMOKED A	MISSING	30	
	CIGAR, CIGARILLO, OR LITTLE CIGAR FOR THE	I HAVE NEVER SMOKED A CIGAR, CIGARILLO OR LITTLE CIGAR	1,416	86.0%
	FIRST TIME?	8 YEARS OLD OR YOUNGER	38	2.33%
		9-10 YEARS OLD	39	2.44%
		11-12 YEARS OLD	85	5.23%
		13-14 YEARS OLD	72	3.91%
		15-16 YEARS OLD	2	0.09%
		17 YEARS OLD OR OLDER	•	•
33	DURING THE PAST 30 DAYS, ON HOW MANY DAYS	MISSING	21	•
	DID YOU SMOKE CIGARS, CIGARILLOS, OR LITTLE	0 DAYS	1,575	94.75%
	CIGARS?	1-2 DAYS	41	2.48%
		3-5 DAYS	15	1.00%
		6-9 DAYS	10	0.54%
		10-19 DAYS	5	0.34%
		20-29 DAYS	4	0.26%
		ALL 30 DAYS	11	0.64%

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QUESTION	QUESTION	RESPONSE	UNWEIGHTED	WEIGHTED
NUMBER	TEXT	OPTIONS	FREQUENCY*	FREQUENCY**
34	DURING THE PAST 30 DAYS, HOW DID YOU	MISSING	5	
	USUALLY GET YOUR OWN CIGARS, CIGARILLOS,	I DID NOT SMOKE CIGARS, CIGARILLOS, OR LITTLE CIGARS DURING THE	1,568	93.37%
	OR LITTLE CIGARS?	PAST 30 DAYS		
		I BOUGHT THEM IN A STORE SUCH AS A CONVENIENCE STORE,	14	0.88%
		SUPERMARKET, DISCOUNT STORE OR GAS STATION		
		I GAVE SOMEONE ELSE MONEY TO BUY THEM FOR ME	26	1.60%
		I BORROWED (OR BUMMED) THEM FROM SOMEONE ELSE	25	1.51%
		A PERSON 18 YEARS OLD OR OLDER GAVE THEM TO ME	11	0.63%
		I TOOK THEM FROM A STORE OR FAMILY MEMBER	10	0.55%
		I GOT THEM SOME OTHER WAY	23	1.46%
35	DURING THE PAST 30 DAYS, ON HOW MANY DAYS	MISSING	8	
	DID YOU SMOKE TOBACCO IN A PIPE?	0 DAYS	1,625	97.03%
		1-2 DAYS	21	1.21%
		3-5 DAYS	7	0.52%
		6-9 DAYS	6	0.34%
		10-19 DAYS	8	0.46%
		20-29 DAYS	3	0.18%
		ALL 30 DAYS	4	0.27%
36	HAVE YOU EVER TRIED SMOKING ANY OF THE	MISSING	37	
	FOLLOWING: ?	BIDIS	49	2.94%
		KRETEKS	10	0.65%
		I HAVE TRIED BOTH BIDIS AND KRETEKS	32	1.95%
		I HAVE NEVER SMOKED BIDIS OR KRETEKS	1,554	94.46%
37	DURING THE PAST 30 DAYS, ON HOW MANY DAYS	MISSING	4	
	DID YOU SMOKE BIDIS?	0 DAYS	1,627	96.94%
		1-2 DAYS	15	0.88%
		3-5 DAYS	11	0.73%
		6-9 DAYS	18	1.01%
		10-19 DAYS	3	0.22%
		20-29 DAYS	•	•
		ALL 30 DAYS	4	0.22%
38	DO YOU THINK THAT YOU WILL TRY CIGARETTES	MISSING	20	•
	soon?	I HAVE ALREADY TRIED SMOKING CIGARETTES	304	17.72%
		YES	120	7.31%
		NO	1,238	74.97%

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QUESTION	QUESTION	RESPONSE	UNWEIGHTED	WEIGHTED
NUMBER	TEXT	OPTIONS	FREQUENCY*	FREQUENCY**
39	DO YOU THINK YOU WILL SMOKE A CIGARETTE	MISSING	15	
	AT ANYTIME DURING THE NEXT YEAR?	DEFINITELY YES	97	5.74%
		PROBABLY YES	131	7.87%
		PROBABLY NOT	281	16.45%
		DEFINITELY NOT	1,158	69.94%
40	DO YOU THINK YOU WILL BE SMOKING	MISSING	11	
	CIGARETTES 5 YEARS FROM NOW?	I DEFINITELY WILL	49	3.07%
		I PROBABLY WILL	126	7.46%
		I PROBABLY WILL NOT	397	23.85%
		I DEFINITELY WILL NOT	1,099	65.62%
41	IF ONE OF YOUR BEST FRIENDS OFFERED YOU A	MISSING	15	
	CIGARETTE, WOULD YOU SMOKE IT?	DEFINITELY YES	86	5.22%
		PROBABLY YES	146	8.55%
		PROBABLY NOT	294	17.60%
		DEFINITELY NOT	1,141	68.63%
42	IN THE PAST 12 MONTHS, HOW OFTEN HAVE	MISSING	18	
	YOUR PARENTS OR GUARDIANS DISCUSSED THE	NEVER	527	31.34%
	DANGERS OF TOBACCO USE WITH YOU?	RARELY	339	20.32%
		SOMETIMES	434	26.15%
		OFTEN	222	13.33%
		VERY OFTEN	142	8.86%
43	DO YOU THINK PEOPLE CAN GET ADDICTED TO	MISSING	9	•
	USING TOBACCO JUST LIKE THEY CAN GET	DEFINITELY YES	1,180	70.36%
	ADDICTED TO USING COCAINE OR HEROIN?	PROBABLY YES	328	19.28%
		PROBABLY NOT	74	4.68%
4.4		DEFINITELY NOT	91	5.68%
44	DO YOU THINK YOUNG PEOPLE WHO SMOKE	MISSING	22	
	CIGARETTES HAVE MORE FRIENDS?	DEFINITELY YES	81	5.30%
		PROBABLY YES	181	11.02%
		PROBABLY NOT	770	45.75%
45	Do you my a sound of a	DEFINITELY NOT	628	37.94%
45	DO YOU THINK SMOKING CIGARETTES MAKES	MISSING	17	4 440/
	YOUNG PEOPLE LOOK COOL OR FIT IN?	DEFINITELY YES	73	4.44%
		PROBABLY YES	122	7.28%
		PROBABLY NOT	290	17.32%
		DEFINITELY NOT	1,180	70.96%

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QUESTION	QUESTION	RESPONSE	UNWEIGHTED	WEIGHTED
NUMBER	TEXT	OPTIONS	FREQUENCY*	FREQUENCY**
46	DO YOU THINK YOUNG PEOPLE RISK HARMING	MISSING	11	
	THEMSELVES IF THEY SMOKE FROM 1-5	DEFINITELY YES	1,226	73.19%
	CIGARETTES PER DAY?	PROBABLY YES	250	14.64%
		PROBABLY NOT	60	3.88%
		DEFINITELY NOT	135	8.29%
47	DO YOU THINK IT IS SAFE TO SMOKE FOR ONLY A	MISSING	17	
	YEAR OR TWO, AS LONG AS YOU QUIT AFTER	DEFINITELY YES	75	4.57%
	THAT?	PROBABLY YES	98	5.93%
		PROBABLY NOT	356	21.14%
		DEFINITELY NOT	1,136	68.36%
48	DO YOU THINK YOU WOULD BE ABLE TO QUIT	MISSING	35	
	SMOKING CIGARETTES IF YOU WANTED TO?	I DO NOT SMOKE NOW	1,395	84.54%
		YES	176	10.63%
		NO NO	76	4.83%
49	HAVE YOU EVER PARTICIPATED IN A PROGRAM	MISSING	27	•
	TO HELP YOU QUIT TOBACCO?	I HAVE NEVER USED TOBACCO	1,304	79.40%
		YES	46	2.86%
		NO	305	4.83%
50	DURING THIS SCHOOL YEAR, WERE YOU TAUGHT	MISSING	23	•
	IN ANY OF YOUR CLASSES ABOUT THE DANGERS	YES	1,083	66.16%
	OF TOBACCO USE?	NO	265	15.58%
		NOT SURE	311	18.26%
51	DURING THIS SCHOOL YEAR, DID YOU PRACTICE	MISSING	32	•
	WAYS TO SAY "NO" TO TOBACCO IN ANY OF YOUR	YES	764	47.87%
	CLASSES?	NO	560	32.80%
		NOT SURE	326	19.32%
52	HAS SOMEONE IN A DOCTOR'S OR DENTIST'S	MISSING	29	
	OFFICE (DOCTOR, DENTIST, NURSE,	I HAVE NOT VISITED A DOCTOR'S OR DENTIST'S OFFICE IN THE PAST 12	246	15.35%
	RECEPTIONIST) TALKED TO YOU ABOUT	MONTHS	4=0	1 < 2007
	TOBACCO USE, IN THE PAST 12 MONTHS	YES	270	16.53%
<b>5</b> 2		NO	1,137	68.12%
53	DURING THE PAST 12 MONTHS, HAVE YOU	MISSING	40	10.160/
	PARTICIPATED IN ANY COMMUNITY ACTIVITIES	YES	197	12.16%
	TO DISCOURAGE PEOPLE YOUR AGE FROM USING	NO	797	47.58%
	CIGARETTES, CHEWING TOBACCO, SNUFF, DIP OR CIGARS?	I DID NOT KNOW ABOUT ANY ACTIVITIES	648	40.27%

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NUMBER	TEXT	OPTIONS	FREQUENCY*	FREQUENCY**
54	DURING THE PAST 30 DAYS, HAVE YOU SEEN OR	MISSING	32	•
	HEARD COMMERCIALS ON TV, THE INTERNET, OR	NOT IN THE PAST 30 DAYS	367	22.03%
	ON THE RADIO ABOUT THE DANGERS OF	1-3 TIMES IN THE PAST 30 DAYS	248	15.30%
	CIGARETTE SMOKING?	1-3 TIMES PER WEEK	273	16.47%
		DAILY OR ALMOST DAILY	405	24.13%
		MORE THAN ONCE A DAY	357	22.08%
55	HAVE YOU SEEN OR HEARD ANTI-SMOKING ADS	MISSING	31	
	THAT SAY "B-FREE FROM TOBACCO"?	YES	893	54.33%
		NO	359	21.52%
		NOT SURE	399	24.15%
56	HAVE YOU SEEN AN ANTI-TOBACCO AD THAT	MISSING	29	•
	TALKS ABOUT "CRAZYWORLD?"	YES	919	54.56%
		NO	505	31.14%
		NOT SURE	229	14.30%
57	HAVE YOU TALKED WITH YOUR FRIENDS ABOUT	MISSING	33	•
	THE "CRAZYWORLD" AD?	YES	302	17.63%
		NOT	788	47.57%
		NOT SURE	185	11.53%
		I DID NOT SEE THE AD	374	23.27%
58	WHEN YOU WATCH TV OR GO TO MOVIES, HOW	MISSING	19	
	OFTEN DO YOU SEE ACTORS USING TOBACCO?	I DON'T WATCH TV OR GO TO MOVIES	53	3.22%
		MOST OF THE TIME	493	29.50%
		SOME OF THE TIME	791	47.46%
		HARDLY EVER	264	15.94%
		NEVER	62	3.88%
59	WHEN YOU WATCH TV, HOW OFTEN DO YOU SEE	MISSING	32	•
	ATHLETES USING TOBACCO?	I DON'T WATCH TV	50	3.02%
		MOST OF THE TIME	117	7.22%
		SOME OF THE TIME	259	15.45%
		HARDLY EVER	661	40.08%
		NEVER	563	34.23%

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QUESTION	QUESTION	RESPONSE	UNWEIGHTED	WEIGHTED
NUMBER	TEXT	OPTIONS	FREQUENCY*	FREQUENCY**
60	WHEN YOU ARE USING THE INTERNET, HOW	MISSING	37	
	OFTEN DO YOU SEE ADS FOR TOBACCO	I DON'T USE THE INTERNET	173	10.74%
	PRODUCTS?	MOST OF THE TIME	173	10.35%
		SOME OF THE TIME	362	21.81%
		HARDLY EVER	460	28.08%
		NEVER	477	29.01%
61	DURING THE PAST 12 MONTHS, DID YOU BUY OR	MISSING	66	
	RECEIVE ANYTHING THAT HAS A TOBACCO	YES	268	16.50%
	COMPANY NAME OR PICTURE ON IT?	NO	1,348	83.50%
62	WOULD YOU EVER USE OR WEAR SOMETHING	MISSING	43	•
	THAT HAS A TOBACCO COMPANY NAME OR	DEFINITELY YES	107	6.47%
	PICTURE ON IT SUCH AS A LIGHTER, T-SHIRT, HAT	PROBABLY YES	253	14.57%
	OR SUNGLASSES?	PROBABLY NOT	524	32.07%
		DEFINITELY NOT	755	46.90%
63	DURING THE PAST 7 DAYS, ON HOW MANY DAYS	MISSING	36	•
	WERE YOU IN THE SAME ROOM WITH SOMEONE	0 DAYS	744	45.35%
	WHO WAS SMOKING CIGARETTES?	1-2 DAYS	373	22.63%
		3-4 DAYS	141	8.47%
		5-6 DAYS	60	3.65%
		7 days	328	19.89%
64	DURING THE PAST 7 DAYS, ON HOW MANY DAYS	MISSING	32	
	DID YOU RIDE IN A CAR WITH SOMEONE WHO WAS	0 DAYS	963	58.16%
	SMOKING CIGARETTES?	1-2 DAYS	264	16.15%
		3-4 DAYS	141	8.36%
		5-6 DAYS	75	4.77%
		7 days	207	12.56%
65	DO YOU THINK SMOKE FROM OTHER PEOPLE'S	MISSING	36	
	CIGARETTES IS HARMFUL TO YOU?	DEFINITELY YES	1,269	77.42%
		PROBABLY YES	243	14.52%
		PROBABLY NOT	39	2.44%
		DEFINITELY NOT	95	5.62%
66	DOES ANYONE WHO LIVES WITH YOU NOW SMOKE	MISSING	58	
	CIGARETTES?	YES	725	44.79%
		NO	899	55.21%

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QUESTION	QUESTION	RESPONSE	UNWEIGHTED	WEIGHTED
NUMBER	TEXT	OPTIONS	FREQUENCY*	FREQUENCY**
67	WHICH STATEMENT BEST DESCRIBES THE RULES	MISSING	45	
	ABOUT SMOKING INSIDE YOUR HOME?	SMOKING IS NOT ALLOWED ANYWHERE INSIDE MY HOME	992	60.50%
		SMOKING IS ALLOWED IN SOME PLACES OR AT SOME TIMES	251	15.49%
		SMOKING IS ALLOWED ANYWHERE IN MY HOME	90	5.64%
		THERE ARE NO RULES ABOUT SMOKING IN MY HOME	304	18.38%
68	DOES ANYONE WHO LIVES WITH YOU NOW USE	MISSING	67	•
	CHEWING TOBACCO, SNUFF OR DIP?	YES	203	12.34%
		NO	1,412	87.66%
69	HOW MANY OF YOUR FOUR CLOSEST FRIENDS	MISSING	55	•
	SMOKE CIGARETTES?	NONE	1,106	68.34%
		ONE	151	9.19%
		TWO	81	4.80%
		THREE	43	2.46%
		FOUR	78	4.76%
		NOT SURE	168	10.45%
70	HOW MANY OF YOUR FOUR CLOSEST FRIENDS USE	MISSING	51	
	CHEWING TOBACCO, SNUFF, OR DIP?	NONE	1,346	82.55%
		ONE	73	4.33%
		TWO	33	2.05%
		THREE	7	0.39%
		FOUR	20	1.33%
		NOT SURE	152	9.35%
71	DURING THE PAST 30 DAYS, ON HOW MANY DAYS	MISSING	61	•
	DID YOU HAVE AT LEAST ONE DRINK OF	0 DAYS	1,236	77.33%
	ALCOHOL?	1 OR 2 DAYS	232	13.75%
		3 TO 5 DAYS	56	3.25%
		6 TO 9 DAYS	42	2.42%
		10 TO 19 DAYS	28	1.57%
		20 TO 29 DAYS	16	0.98%
		ALL 30 DAYS	11	0.69%
72	DURING THE PAST 30 DAYS, ON HOW MANY DAYS	MISSING	72	•
	DID YOU HAVE 5 OR MORE DRINKS OF ALCOHOL	0 DAYS	1,435	89.50%
	IN A ROW, THAT IS WITHIN A COUPLE OF HOURS?	1 OR 2 DAYS	96	5.76%
		3 TO 5 DAYS	36	2.09%
		6 TO 9 DAYS	17	0.99%
		10 TO 19 DAYS	16	0.95%
		20 OR MORE DAYS	10	0.71%

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QUESTION	QUESTION	RESPONSE	UNWEIGHTED	WEIGHTED
NUMBER	TEXT	OPTIONS	FREQUENCY*	FREQUENCY**
73	HOW MANY DAYS OF SCHOOL HAVE YOU MISSED IN THE PAST 30 DAYS?	MISSING I HAVE NOT MISSED ANY DAYS OF SCHOOL IN THE PAST 30 DAYS	66 839	51.96%
		1-2 DAYS	557	34.50%
		3-4 DAYS	126	7.93%
		5-6 DAYS	45	2.65%
		7-8 DAYS	20	1.17%
		9 OR MORE DAYS	29	1.80%
74	HAVE YOU EVER BEEN TOLD BY A DOCTOR,	MISSING	72	
	NURSE, OR OTHER HEALTH PROFESSIONAL THAT	YES	276	17.03%
	YOU HAVE ASTHMA?	NO	1,217	75.45%
		NOT SURE	117	7.52%
75	DURING THE PAST 12 MONTHS, HAVE YOU HAD AN	MISSING	78	
	EPISODE OF ASTHMA OR AN ASTHMA ATTACK?	I DO NOT HAVE ASTHMA	1,269	79.00%
		NO, I HAVE ASTHMA, BUT I HAVE NOT HAD AN EPISODE OF ASTHMA OR AN ASTHMA ATTACK	150	9.41%
		YES, I HAVE HAD AN EPISODE O F ASTHMA OR AN ASTHMA ATTACK DURING THE PAST 12 MONTHS	101	6.21%
		NOT SURE	84	5.39%
76	HOW MUCH EDUCATION DID YOUR FATHER (OR	MISSING	78	•
	MALE GUARDIAN) COMPLETE?	LESS THAN HIGH SCHOOL	146	9.17%
	,	FINISHED HIGH SCHOOL	474	29.37%
		FINISHED TECHNICAL SCHOOL OR SOME COLLEGE	247	15.38%
		HAS A COLLEGE DEGREE	243	15.02%
		HAS AN ADVANCED DEGREE	137	8.08%
		DON'T KNOW	357	22.98%
77	HOW MUCH EDUCATION DID YOUR MOTHER (OR	MISSING	92	
	FEMALE GUARDIAN) COMPLETE?	LESS THAN HIGH SCHOOL	93	5.77%
	·	FINISHED HIGH SCHOOL	439	27.59%
		FINISHED TECHNICAL SCHOOL OR SOME COLLEGE	280	17.64%
		HAS A COLLEGE DEGREE	307	18.97%
		HAS AN ADVANCED DEGREE	173	10.66%
		DON'T KNOW	298	19.36%

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